



**WATERFRONT**Toronto

# Stakeholder Relations Committee Meeting

MONDAY JULY 23, 2018 9:00AM TO 10:00AM

WATERFRONT TORONTO

20 BAY STREET, SUITE 1310

TORONTO, ON, M5J 2N8



## WATERFRONToronto

### Meeting Book - Stakeholder Relations Committee Meeting

9:00 a.m.	1. Motion to Approve Meeting Agenda	Approval	All
9:05 a.m.	2. Declaration of Conflicts of Interest	Declaration	All
9:05 a.m.	3. Consent Agenda a) Minutes of June 8, 2018 Meeting	Approval	All
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9:10 a.m.	4. Motion to go into Closed Session	Approval	All
	<p><b>Closed Session Agenda</b>            The Committee will discuss the matters outlined in item 5, being a discussion on the communications strategy for the release of the Plan Development Agreement, in a Closed Session as permitted by By-Law No.2 of the Corporation. The exception relied for the discussion of Item 5 in Closed Session is Section 6.1.1(l) of By-Law No. 2 (a position, plan, procedure, criteria or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the Corporation). The Committee will continue in Open Session at the end of the Closed Session to discuss and vote on any resolutions pertaining to the Closed Session.</p>		
9:50 a.m.	6. Motion to go into Open Session	Approval	All
9:55 a.m.	7. Resolutions Arising from the Closed Session (if any)	Approval	All
10:00 a.m.	8. Motion to Adjourn the Meeting	Approval	All

**MINUTES of the Stakeholder Relations Committee Meeting of the  
Toronto Waterfront Revitalization Corporation  
20 Bay Street, Suite 1310, Toronto, Ontario  
Friday, June 8, 2018 at 3:00 p.m.**

**PRESENT:**           **VIA PHONE**  
Sevaun Palvetzian (Chair)  
Jeanhy Shim  
Mohamed Dhanani

**ABSENT:**           Meric Gertler

**ATTENDANCE**    **IN PERSON**  
Helen Burstyn (Chair, Board of Directors, Waterfront Toronto (WT))  
Marisa Piattelli (Chief Strategy Officer, WT)  
Cameron MacKay (VP Communications, WT)  
Kristina Verner (VP Innovation, Sustainability & Prosperity, WT)  
Edward Chalupka (Director, Government Relations, WT)  
Sameer Akhtar (Senior Legal Counsel, WT)  
Aina Adeleye (Board Administrator, WT)

**VIA PHONE**  
Earl Miller (Senior Adviser, Partnership Strategy, WT)

Also, in attendance from 3:33 p.m. was Michael McGrath, Media 212.

The Chair, Sevaun Palvetzian, took the chair and appointed Sameer Akhtar to act as secretary of the meeting. The Chair welcomed everyone to the first meeting of the Stakeholder Relations Committee (the “Committee”) of Toronto Waterfront Revitalization Corporation (the “Corporation”).

With notice of the meeting having been sent to all members of the Committee in accordance with the Corporation’s By-laws and a quorum being present, the Chair called the meeting to order at 3:04 p.m. and declared the meeting duly constituted for the transaction of business.

**1. Meeting Agenda**

**ON MOTION** duly made by Jeanhy Shim, seconded by Mohamed Dhanani and carried, it was **RESOLVED** that the Meeting Agenda be approved as presented.

**2. Declaration of Conflicts of Interest**

There were no conflicts declared.

**3. Review of the Committee mandate**

Sameer Akhtar highlighted that the mandate of the new Committee merges the mandates of the former Public and Government Engagement Committee and former Partnership Committee, with the exception of Government Relations which is now part of the mandate of the Chairs Committee. However, certain aspects of Government Relations may still fall within the Stakeholder Relations Committee scope. Sameer Akhtar also presented the Board Committee Directive which contains administrative procedures applicable to all committees of the Corporation.

Mohamed Dhanani stated that, in appointing new panel members and directors, the Corporation should solicit the advice of the Committee members, and this concept should be incorporated in to the Committee's mandate. Helen Burstyn stated that this could be discussed at the next Chairs Committee meeting.

**4. FY 2018/19 Communications and Government Relations Strategic objectives and workplan**

Cameron MacKay presented a progress report on the Corporation's 2018/19 communications objectives (as approved in November 20, 2017). He presented the Public Engagement and Government Relations drivers for 2018/2019 noting that the Quayside project required the most staff time of all the projects in the Communications and Public Engagement Department. Cameron MacKay presented five critical success factors necessary to realize the corporations 2018/19 communications and engagement objectives.

Mohamed Dhanani enquired about the Corporation's strategy in engaging the new elected Premier of Ontario and the transitioning team. Cameron MacKay confirmed that Management had relationships with members of the government transition team and, that that Counsel Public Affairs (CPA) was scheduled to present an analysis of the 2018 General Election at the Chairs committee on the this at its June 14, 2018 meeting.

**5. Review of the communications plan and resources for Q3 and FY 2018 (Quayside focus)**

Cameron MacKay presented a high-level approach for the release of the Plan Development Agreement (PDA) between the Corporation and Sidewalk Labs LLC ("Sidewalk"). CPA has been engaged to support in this regard. Management would be taking a proactive role in the release of the PDA.

The Committee agreed that the Corporation needs to take an increased leadership role in the public engagement for the Quayside project. Management needs to also manage the public engagement in the joint publications with Sidewalk so that the Corporation's role as the principal in the transaction remains apparent.

**6. Quayside Q&A Review**

Cameron MacKay provided the Committee with the top five questions which Management observed were commonly asked and Management's responses to those questions were also provided.

The Committee amended Management's response to the question regarding benefits to Sidewalk and Sidewalk's business plan. The Committee was of the view that questions about Sidewalk or its business should be deferred to Sidewalk to answer.

#### 7. **Partnership Strategy - Review of draft Framework for Strategic Partnerships**

Earl Miller presented a synopsis of his engagement to design a framework for the Corporation's strategic partnership initiative. He described the key principles for developing the framework and his approach for the Corporation based on its objectives.

Sevaun Palvetzian noted that the approach for diversity and inclusion was not included in the presentation. The partnership strategy should be sector based. Mohamed Dhanani enquired whether there will be partnership evaluation incorporated into the framework. Earl Miller assured the Committee that these issues will be incorporated in the final report to be issued to the Corporation.

Kristina Verner added that Management was working on developing competency internally for partnership engagements. The Corporation was considering candidates for this and Earl Miller had been instrumental in this process.

#### 8. **Philanthropy Strategy**

Marisa Piattelli reported that philanthropic and corporate sponsorship interest in the civic spaces being delivered by the Corporation has grown in the recent years. Having secured qualified donee status, Management was of the view that the time was right to consider developing its philanthropic strategy. Management believes expert resources should be engaged to assist with developing the strategy.

The Committee supported Management's view to engage expertise. However, the Committee was of the view that resources should not be deployed at this time. Management should first develop its strategy internally. The Committee was of the view that, due to the complexity and expense involved with philanthropic work, the Corporation's philanthropy program should be given further thought and planning with consideration to the broader five-year strategic plan.

#### 9. **Termination of the Meeting**

There being no further business, **ON MOTION**, duly made by Jeanhy Shim, seconded by Mohamed Dhanani and carried, it was **RESOLVED** that the meeting be terminated at 4:13 p.m. local time.

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Committee Chair

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Secretary